

What is the Scenic Byways Program?

Established in 2005, the Scenic Byways Program represents a cooperative effort between the Wisconsin Department

of Transportation (WisDOT) and local community groups to preserve, promote and enhance some of our most scenic and historic state highway corridors.

To qualify as a scenic byway, a roadway must be part of the state highway system: a numbered state or federal non-interstate highway at least 30-miles long that offers travelers outstanding scenic views — or historic resources combined with unique recreational, cultural or other educational opportunities.

Traveling a Wisconsin scenic byway involves much more than simply reaching a destination. It should provide travelers a visual and educational experience they will not soon forget!

What are the benefits of scenic byways designation?

Although the Scenic Byways Program is administered through WisDOT, local groups prepare and submit byway applications on a voluntary basis. This grass-roots approach ensures a strong local commitment to the promotion and long-term preservation of a scenic byway.

Scenic byway designation offers numerous benefits:

- » Encourages tourism and supports economic development in communities all along a designated byway.



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- » Promotes partnerships between local governments, businesses, civic groups and community leaders. This combined effort encourages development of a shared community vision, strengthens civic pride, and makes communities an even more attractive place to live and work.
- » Unique signs, markers, brochures and ongoing promotional efforts enhance community recognition and can transform a local roadway into one of the most scenic and interesting routes in the state.
- » State scenic byways can potentially be designated a National Scenic Byway or All-American Road. Such roadways are marketed to national and international travelers, bringing additional recognition and economic benefits to area communities. Both state or nationally designated byways are eligible to compete for federal grant funds.
- » Byway designation serves to promote and preserve an area's scenic, historical and recreational treasures for the enjoyment of future generations.

Who can participate?

Anyone with an interest in their community and in promoting the area's scenic, recreational and historic resources can participate in the Scenic Byways Program. Organization is the key to success for any grass-roots effort. Interested citizens are encouraged to form a local byway group that could include local government and business officials, community leaders and others. Together, the voluntary group can oversee the TWO-STEP process to apply for scenic byway designation. If the application is successful, the group can serve a long-term function to coordinate the byway's projects and activities.

What does an applicant have to do?

To achieve state scenic byway designation, applicants must complete a TWO-STEP process: a scenic/historic assessment, followed by the completion of a corridor management plan (CMP) and attainment of resolutions of support from local governments. The process has been structured to accomplish dual goals: to identify highway corridors most worthy of scenic byway designation; and to be "user friendly" in an effort to encourage as many groups as possible to apply.

STEP 1: The Assessment

- » The scenic/historic assessment gathers basic information about a proposed scenic byway corridor — its length, scenic qualities, and any historic, recreational, or educational attributes.
- » A Scenic Byways Advisory Committee will review the submitted documents and make a recommendation about whether the applicant should proceed to STEP 2 of the application process.

STEP 2: The Application

- » This STEP includes obtaining resolutions of support from local governments along the corridor; and development of a Corridor Management Plan (CMP) that outlines a long-term management strategy for the byway.
- » WisDOT reviews the documents in STEP 2 in order to determine if there is a satisfactory completion of the CMP, and an overall compliance with the rules of the program. The WisDOT Secretary makes the final determination on a highway corridor's designation as a scenic byway.



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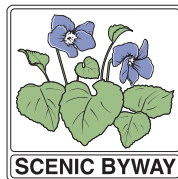
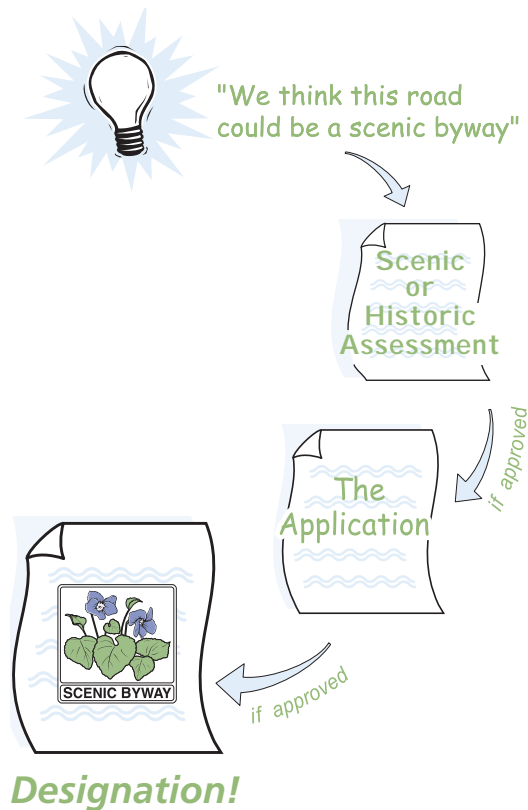


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Would my road fit in?

It all begins with an idea that grows and gains support. The Wisconsin Scenic Byways Program has been developed to identify corridors throughout the State which are high in aesthetic qualities and that offer travelers exceptional scenic views. First, you will need to complete a scenic/historic assessment. A Scenic Byways Advisory Committee will review your application materials and make a recommendation whether to proceed the next step.

Scenic Byways application process



What is the Wisconsin Scenic Byways Program?

Established in 2005, Wisconsin's Scenic Byways Program is a cooperative state and local initiative to identify some of our most scenic and historic state highway corridors as part of a broader effort to promote tourism and economic growth. To qualify as a scenic byway, a roadway must be a numbered state or federal (non-interstate) highway segment at least 30-miles long. The route should offer outstanding scenic views or historic resources combined with unique recreational, cultural or other educational opportunities. Designated scenic byways would benefit from special signage and promotional efforts. This brochure provides a general overview of the Scenic Byways Program and explains how local citizens and groups can get involved.

Want program or application info?

The Citizen's Handbook fully describes the application process summarized in this brochure. The Citizen's Handbook, applications materials and where to send them can be found on the WisDOT Web site at: <http://www.dot.wisconsin.gov/travel/scenic>.

Still have questions?

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SCENIC BYWAYS PROGRAM



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